

What's New 5.5 – Competitor Price Capture Transcript

In BisTrack and BisTrack Cloud you can capture your competitors' retail price information.

This information can then be used with the new Pricing Planner module to compare your prices against your local competition.

Pricing Planner functionality is covered in the Training on Demand course 'What's New in 5.5 – Using Pricing Planner'.

Competitor prices are added to a product's properties.

To begin, identify a product.

For users with permission, the 'Competitor Prices' button is available on the 'Prices' tab.

The Product Competitor's window is divided into two sections.

The left side contains the list of competitors added.

The right side is used to enter prices based on the competitor address.

Select to 'Add' to add a competitor.

The 'Find Customers' window opens.

Competitor name and address details are maintained within customer properties under the 'Competitors' category.

The 'Look in' is automatically set to this category and cannot be changed.

Select the desired competitor.

Each 'Address Code' on file for the competitor is listed in the right pane.

You can enter a standard 'Sell Price' and 'UOM' on the top line when pricing is consistent over the various addresses.

You can also enter specific 'Sell Prices' and 'UOMs' by address.

The current date is automatically entered in 'Last Updated'.

Type in any 'Notes' as required.

Click the 'Open' button to access the Competitor's properties without having to exit from the competitor pricing window.

The 'General' tab displays the name and address details.

You can add or update information using any of the tabs available.

When finished click 'Save and Close'.

Use the 'Products' button to open the 'Competitor Product' window.

Enter the 'Product code' and 'Description' used by the selected competitor.

Select 'Ok' to save the information.

The product code and description are shown alongside the Competitor's code and name.

To enter another competitor's price click the 'Add' button.

Use the 'Remove' button to delete a competitor's pricing.

Choose 'Close' to return to the 'Prices' tab.

Select to 'Save and Close' the product properties.

This information is now available for use with Pricing Planner.

You can also enter competitor prices using BisTrack Cloud.

For those with permission, the 'Competitor Pricing' tile appears on the 'Home' page and from the drop-down menu.

Select either method to open the 'Competitor' page.

Identify the competitor.

For those with multiple addresses on file, the 'Price Type' drop down is available after expanding the tile.

You can select a '(Standard Price)' to be used regardless of competitor location or enter prices by 'Addresses'.

When 'Addresses' is selected, a drop down list becomes available.

Now select the 'Products' icon and identify the product.

Click the tile to expand the competitor information.

Enter the competitor's 'Price' and select the 'UOM'.

Enter the competitor's 'Product Code' and 'Product Description' along with any additional 'Notes'.

This product's information, selling bands, stock levels, etc. can be accessed from this page once the competitor's price has been entered.

When finished, save the entry by selecting the checkmark icon.

To cancel and not save the entry, select the 'X' icon.

Continue to add products and pricing for this competitor.

When done, select the 'Summary' icon. Select 'Complete' to save the changes.

You should now be able to maintain competitor pricing using either BisTrack or BisTrack Cloud.

Refer to the Training on Demand course 'What's New 5.5. Pricing Planner' to learn how this information is used.

Competitor pricing information can also be imported from the Product Import spreadsheet. Contact BisTrack Support for more details.

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